



Wisconsin Ag Exports Climb to New Record in 2013

Release Date: February 19, 2014

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MADISON – Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel today announced that Wisconsin agricultural exports set a new record in 2013. The state exported more than \$3.2 billion of agricultural products in 2013, a 9 percent increase in value compared to the previous year.

“These record agricultural export numbers are just one example of Wisconsin’s strong agricultural industry, from our diverse farms to our advanced agribusinesses,” said Brancel. “We are committed to further growing Wisconsin’s agricultural industry globally, capturing the value of each product and meeting the needs of our international customers.”

Dairy products, including eggs and honey, were the most valuable export category for America’s Dairyland last year. Wisconsin exported nearly \$400 million of dairy-related products in 2013, a 41% increase over 2012. The state ranks fourth in the nation for dairy exports.

More than 85 percent of Wisconsin’s dairy exports worldwide were cheese and whey. Wisconsin ranks first in the nation for the export of whey. In 2013, Wisconsin exported \$158 million of whey, a 44% increase over the year before. China purchases nearly a quarter of the state’s total whey exports.

Miscellaneous food ingredients, including sauces, yeasts and mustards, were the second most valuable agricultural export product category in 2013. Wisconsin exported \$315 million of these food ingredients last year, a 9 percent increase over 2012. The third most valuable agricultural export product category in 2013 was the beverages category, which is primarily ethanol. Cereal grains and baking-related goods were also significant agricultural exports for Wisconsin in 2013.

Wisconsin exported agricultural products to more than 150 countries. There were increases in all five of Wisconsin’s top agricultural markets. China, second only to Canada as the most valuable export destination for Wisconsin’s agricultural products, saw a 63 percent jump in 2013. Mexico, Korea and Japan rounded out the top five agricultural markets for the state.

The state continues to be ranked 13th in the nation among states for the value of agricultural exports. In addition to whey, Wisconsin also leads the nation in the exports of cranberries, sweet corn and ginseng roots.

The Wisconsin International Trade Team at DATCP assists beginning and experienced companies in their exporting efforts. Support includes, but is not limited to, one-on-one consultations, educational seminars, market overview studies, buyers missions and trade missions. To learn more, contact 1-800-462-5237 or international@wisconsin.gov.

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